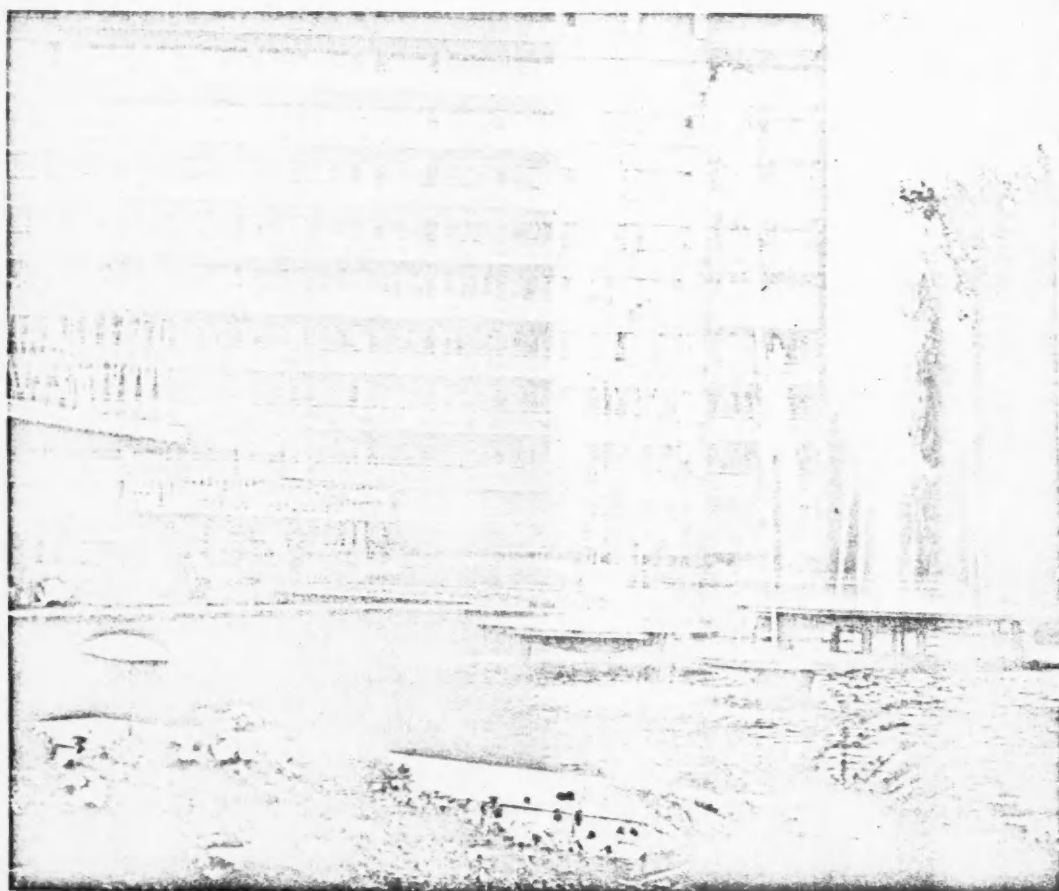


May, 1961

# the Canadian Reactor



Painting Word Pictures . . . . . page 4

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CANADIAN REALTOR — MAY, 1961



★ *"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves." — Charles Dickens.*

## SHOULD WE DRAIN PUBLIC PURSE TO CREATE SECONDARY MARKET?

★ In January of this year, a newly-formed Canadian Investment firm set up a corporation which hopes to deal with the sale of bonds using NHA paper as collateral. (see "New Concept" in February, 1961 edition of The Canadian Realtor.)

★ At that time, John R. Campbell, president of Old Brook Financial Co. Ltd., Toronto told the Canadian Realtor that Old Brook would like to negotiate with CMHC to purchase huge blocks of government-owned mortgages (those issued direct); which the firm expects to buy at a discount. The bonds issued — it is claimed — has a ready market abroad; an estimated \$250 million in the U.S. alone.

★ The whole concept of the Old Brook proposal is based on the premise that NHA paper, being backed to the optimum (100%) by the federal government, would give the bonds a fluidity not now enjoyed by the sale of mortgages. Banks and other investment houses would then consider the purchase of these bonds, knowing that same can be liquidated with fair ease. The percentage return of bond investment would hinge on two factors: first the amount of discount accepted by the government; secondly the amount of interest on the mortgages and the maturity date. This in effect would mean that Old Brook Financial Co. Ltd. would purchase blocks of mortgages: some bearing interest at five per cent, another block at 5½%, etc. — and each block would be used as collateral against a bond series.

Continued on page 9

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Vol. 7

May, 1961

No. 5

#### INDEX

Painting Word Pictures .....	4	B.C. News .....	16
Fraud (legal) .....	6	Monthly Co-op Review .....	18
Coast To Coast .....	9	Co-op Statistics .....	19
Newmarket co-operates .....	11	Ontario News .....	20
Presidential Report .....	12	Banff Convention .....	23
CAREB Executive .....	13	Article in French .....	25
CAREB Objectives .....	14	Person to Person .....	26
		Real Estate Directory .....	27

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## PAINTING WORD PICTURES!

A large, spellbound audience, completely captive, were led submissively down into dank, dark valleys of depression—through long corridors of mood transference—then up to pinnacles of exhilarating excitement; all experienced while sitting only a stone's throw from the cold, 4-mile current of the Detroit River. Fantastic? Not one little bit. This reporter, caught up in the dynamic address, had cause to recall a visit to the Mormon Temple in Salt Lake City. The Temple is so perfectly designed acoustically, that a pin dropped at the lectern can be heard at the rear of the huge interior . . . some 100 yards away! Such was the stillness of 400 O.A.R.E.B. delegates seated in the main ballroom of Windsor's Cleary Auditorium. The breathless, on-the-edge-of-the-seat atmosphere enveloped the entire audience. You could have heard the proverbial pin drop in the last row. The audience was listening with absolute absorption to the almost hypnotic oratory of Jim Dornoff, one member of the "Three Horsemen of Sales".

While weaving the fabric of his topic: "Word Pictures in Selling," the orator, with a silver-tongued voice which lifted one moment—dropped to a whisper the next—carried his "pupils" into a whole new panorama of creative sales techniques.

"Words are a salesman's best and most precious tools," he said. "Use them copiously . . . use them prodigiously. Pluck exciting adjectives and fit them into velvet phrases which sweep the listener along with you. Transport him . . . rekindle old



JIM DORNOFF

desires! Use sparkling synonyms—use ardent for liking; gallantry for love; golden for precious; rapture for desire.

"Remember, words can change a neutral picture anyway you want. One word . . . one word only, can change something from dull to glowing. One word added can appeal—repel or please. Take an apple. When a person hears the word apple, he hears a common noun. No excitement here. But, add two words and give that same apple appeal. Call it "*a juicy, delicious apple!*"

"Conversely, by adding a word you can destroy or repel. Take the same apple. Add two words. Describe it now by saying "*A rotten, wormy apple!*" This is what I mean by the power of words."

Dornoff gave a personal instance to illustrate the power of words and how he and his wife became willing victims, albeit slightly confused at the end results.

While driving along Lake Michigan north of Milwaukee one day, he and his wife spotted a lakeshore lot in a residential district. They bought it with intentions of building their new home thereon.

Hearing of a custom builder who was known for his uniquely beautiful craftsmanship, they sought him out and asked him to accompany them to the site. After inspecting the aesthetic appeal of the view and the surrounding terrain, the group went back to Dornoff's place where further details were discussed. The builder finally went home armed with all the points the Dornoff family wanted stressed in their new home.

Within two weeks, they got a call to visit the builder at his home. When they arrived and were shown through, each felt they had picked the right man.

Ushering the couple into his dining room, the builder brought out a set of rough plans, which he explained to them. While this was going on, Jim Dornoff noticed a black looseleaf book on the table. He also noticed that the builder caressed the book with seemingly absent-minded fingers while talking about the plans.

"My curiosity was aroused," said Dornoff. "I developed a great urge to see what was in that book. I knew I had something to do with us, but I didn't know just what."

Delegates to the Ontario Association of Real Estate Board's 39th Annual Windsor Convention were treated to some top-flight educational entertainment. Three men, all speaking 'off-the-cuff' gave their own inimitable impression of the techniques used in creative selling. Jim Dornoff, Vice-President of the Humble Oil Co. affiliate: Pate Oil Co.; Les Falk, Sales Manager of the Dustless Brush Co. and Al Herr, head of the Al Herr Advertising Agency—all of Milwaukee, Wis. gave a three-part demonstration. Due to lack of space, we are able to report only part of Jim Dornoff's address. At the end of this enlightening locution you will find some additional material dug up from the editor's files.

The Canadian Realtor reporter, like the rest of Mr. Dornoff's audience, was so absorbed in the address that he forgot what he was there for—to report on the proceedings. Thus, the article herein is only as accurate as the reporter's retentive qualities.



"The more I looked at that book, the less I became interested in the rough sketches.

"Finally the big moment came," he said. "The builder who had been slowly hypnotizing me with word pictures and that blamed book—pulled it towards him, opened it and said "would you like to see some pictures of a house which is similar to what you want?" He pushed the opened book over, and some lovely colour shots confronted our view. The builder in the meantime had stood back to catch our opinions. Noticing our admiration he casually suggested that we could visit it if we wished." Although it was eleven in the evening, the Dornoffs went off with the builder to visit the home.

"We inspected it . . . found out how amazingly similar it was to what "we" wanted, and ended up buying the place," said Dornoff.

"It wasn't until I had time to recollect my thoughts, that I realized I had been led up the garden path. The builder had been so creative in his

approach, that he had subtly sold us the house by implanting his thoughts into our desires. And, he used that blamed black book so effectively . . . I can still visualize it staring me in the face to this very day.

"I now have the problem of deciding what to do with one surplus empty lot, which has been pre-empted from our dreams."

Dornoff concluded his talk by giving his audience a warning. "Always ignore words of compulsion. Never use the word "IF". Never say, "If you bought this place . . ." Say instead "When you buy this place". Never give your customer the necessary lever to start doubting. That is exactly what that word does. .

"Never use the word "SIGN". This also creates a mental block. The word sounds too implacable . . . too demanding. Use instead the word "APPROVE". "Would you please approve this offer?"

"By adhering to these basic principles, you will close far more sales!", he concluded.

## Profile

CAREB Regional Vice-President  
for Province of B.C.



M. G. ZORKIN

### "DON'T SELL THE STEAK — SELL THE SIZZLE!"

We were so intrigued with the text and delivery of Dornoff's "Painting Word Pictures" that we felt, by adding a little something extra, our readers might further understand the might of the pen . . . the power of the tongue. Digging into our personal files, we ran across a short article authored by Joseph Ecclesine, Copy Chief of Van Brunt & Co. New York. He captioned his article: "Big Words Are For The Birds." This was printed in a past issue of Printers Ink.

"Some words—a lot of them, in fact—can say a thing just the way it should be said. They can be crisp, brief, to the point. Or they can be soft, round, smooth—rich with the right feel, the right taste!

"Small words have a charm of their own—the charm of the quick, the lean, the lithe, the light on their toes. They can dance, twist, turn, sing . . . light the way for the eyes that read, like sparks in the night—and stay on to sing some more.

"Small words are sweet—to the ear, the tongue, and the mind.

"Small words are gay—and lure you to their song as the flame lures the moth (which is not a bad thing for an Ad to do).

"And small words can catch big thoughts and hold them up for all who read to see—like bright stones in rings of gold.

"With a good stock of small words, and the will to use them, you can write Ads that will do all you want your Ads to do—and more, much more!"

Continued from page 13

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Mladen Giunio-Zorkin has a checkered career. Born in Croatia on the Dalmatian Coast, he received his education in the world famous 350-year old University of Zagreb where he earned two degrees including Doctor of Roman and Canon Law. At conclusion of his formal education he joined with his grandfather, a famous lawyer with whom he practiced law until hostilities broke out in 1939. He fought with the Croats initially then later with the British Forces in Italy. In 1945 he journeyed to London as a member of the War Crimes Commission and it was there that he decided to travel to this continent to look over its possibilities while lecturing throughout the U.S. In 1946 he journeyed to Nanaimo, liked what he saw and settled down. He ruefully admits that the first two years left much to be desired. Like so many of his fellow Europeans he was forced to take a menial job (on a farm) until he soaked up the Canadian way of life.

In 1947 he became an insurance salesman and after a few frustrating weeks of this decided that he would do better in the real estate department of the same firm. It took him four months to make his first sale and, as he himself says when he recalls these grim months, "I had to play chess with the grocery man to keep him happy during that time."

Suddenly he began to click, then there was no stopping his progress. He rose rapidly to second highest then highest salesman in the firm of H. A.

—Continued on page 7

# FRAUD

D. H. CREIGHTON, B.A.

Mr. Creighton is a member of the law firm of Whiteacre and Creighton, Toronto. He graduated from the U of T in 1952 and from Osgoode Hall in 1956. His firm specializes in real estate and litigation.

Here is a term, innocuous enough in appearance, calculated to make a broker's blood run cold—a salesman's reputation in the market totter, and a purchaser's solicitor prepare for battle. In truth the term is tossed about all too freely considering its defamatory implications. Too often—it is employed by a purchaser as a terrifying means of aiding him in avoiding a contract which he has thought better of in retrospect; or, by a vendor to escape from a contract simply because a better offer has been presented to him. But in many cases, misrepresentation falling short of fraud is made out in the absence of fraud itself. Volumes have been devoted to the subject and while a thumbnail sketch may be compressed into a nutshell, it is impossible to keep it there.

The road to fraud and misrepresentation is far too easy for a real estate salesman to unknowingly set his feet upon for the simple reason that the road is very poorly marked. In addition, the sale of property lends itself far more readily to fraud or misrepresentation than would the sale of a vacuum cleaner or an automobile.

What, then, constitutes the evil? To begin with, there must be a representation or a statement of fact; and such a statement can take any form such as a denial, affirmation, description, etc. Now, no salesman can possibly show a property to a prospective purchaser without answering questions or applying salesmanship to the purchaser. After all, selling is his livelihood and selling is what earns commission from the vendor. Every answered question and every feature of the property pointed out is a statement of fact and hence a representation albeit—in some cases—by only a nod of the head or silence. The representation must relate to a matter of *present or past fact* and not of *future fact* to be of the dangerous variety.

For example: a salesman who tells a purchaser that a property is fully serviced is making a representation, just as he is if he merely (affirmatively) nods his head in reply to a purchaser's asking him if the property is fully serviced. The nod of the head in the circumstances is equivalent to the word "yes". So too, if a purchaser should say, "*This looks like the house for us because it is fully serviced,*" the salesman's silence will probably amount to a representation that such is the fact—notwithstanding that the purchaser had no justification for

assuming that the property was serviced.

\* \* \*

Contrast these illustrations with a statement by a salesman that the property will be fully serviced within the next year. Since this statement relates to a future state of fact, it does not constitute a representation. Let us assume that a representation has in fact been made. As long as the representation is true, no problems arise. But let the representation be false for any reason—even as the result of erroneous information in the listing agreement supplied by the vendor—and it immediately becomes a misrepresentation. It is at this point that legal consequences begin to flow. It must be remembered that mere puffing or exaggeration does not amount to a representation as long as it is not fortified by particulars or details. To laud, in general terms, the property of your principal by statements such as, "*They don't build houses like this any more*", or "*A nicer neighbourhood cannot be found*" will not constitute a representation but, the line between the two is very thin. To particularize the first example of puffing by saying that the house is of steel beam construction is to leave the realm of puffing and enter that of representation.

\* \* \*

Once a representation is false in substance and fact at the material time, a misrepresentation exists which is either innocent or fraudulent, but it cannot be both. It is innocent if made with an honest belief in its truth; it is fraudulent if known or believed to be false when made—or if not actu-

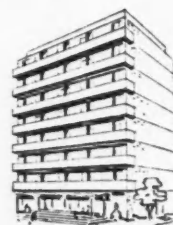
ally and honestly believed to be true when made. For example: if a purchaser is interested in farm land on an acreage basis and a salesman represents to him that a certain farm contains 60 acres when, by subsequent measurement, it is found to have only 40 acres, there is a clear case of misrepresentation. It would be of the innocent variety if the salesman honestly believed the farm to contain 60 acres at the time he so told the purchaser. This honest belief could be in the salesman's mind for a variety of reasons—the leading one of course being that this was the information supplied to him by the vendor who himself honestly believed his farm to be of 60 acres.

To take a second illustration, a purchaser who is interested in an urban property—as a factory or office site—is told by the salesman that the property is zoned for industrial or commercial use and it is subsequently found to be zoned for residential use only. Here we have another clear case of misrepresentation of the fraudulent variety if, at the time of its being made the salesman knew or believed that the property was adversely-zoned or did not actually and honestly believe that it was zoned for the purpose required by the purchaser. In short, whether a misrepresentation is

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innocent or fraudulent when made almost entirely depends on the intention, or state of mind of the salesman at the time. In either event, the broker's commission which is usually deducted at source from the purchaser's deposit on completion, is normally lost.

The misrepresentation of the agent is, as a general rule, imputed to the principal and hence the vendor is ultimately responsible for the salesman's wrong-doing. The same result is usually the case even if the misrepresentation is perpetrated by a co-agent or a sub-agent. When a purchaser discovers that he has been induced to contract for the purchase of property by an innocent misrepresentation, he is entitled to claim rescission — a setting aside of the contract — including the return to him of his deposit without deduction. Since the broker holds the deposit as trustee for the purchaser — pending completion of the transaction — he must return it to the purchaser in full. Failure to do so will inevitably land him in court in an action for its recovery. *Brave is the broker who then turns to the vendor for compensation when his own salesman's misrepresentation has cost the vendor his sale!* Rescission, however, is the only remedy to which a purchaser is entitled for innocent misrepresentation. If he does not elect to rescind, he must complete the transaction.

Where a case of fraudulent — as opposed to innocent — misrepresentation is made out, the purchaser may claim damages for deceit in an action against salesman, broker or vendor in addition to — or in lieu of — his right to rescission. In this latter connection, the commission is still lost to the broker for the same reason already discussed.

No misrepresentation, whether innocent or fraudulent, is actionable by a purchaser unless it induced him to enter into the contract and alter his position for the worse accordingly. There must be intention to create the inducement, and the inducement must have been both the result and the object of the misrepresentation.

For example: to return to the farm illustration discussed earlier. If the purchaser walked over the centre area of the farm and observed its boundaries — and was not purchasing on an acreage basis — he was clearly buying what he saw. The fact that the area was misrepresented to him as being 60 acres can hardly be said to have induced him to sign an offer to purchase. Again, if the purchaser

intended to graze cattle on the property and the inducement to purchase the property was a misrepresentation that a certain stream afforded a constant source of water all year round — which subsequently proved untrue — it is then clear that the inducement in this situation clearly resulted from the misrepresentation and was the object thereof. Whether or not the salesman intended to create the inducement depends on his state of mind at the time and, not being able to look into a man's mind, the courts will infer the mental attitude from the surrounding circumstances — and particular facts — of each case.

Undue faith must not be put in the usual clause in the printed portion of a standard form of Agreement of Purchase and Sale whereby it is provided that there are no representations or collateral agreements affecting the transaction — save as are expressly contained therein. Such a clause will not prevail in the face of actual fraud. Also, while it is true that the maxim of caveat emptor, or "let the buyer beware", applies to real estate transactions and requires a purchaser to take precautions for his own protection — that maxim too will collapse in the face of actual fraud.

It would be well to conclude on this note while the subject is still capsuled into a nutshell and, before it bursts out and hopelessly envelops us all.

#### TIP FOR A BOARD SLOGAN

*"Nail the Sale With a Realtor!"*

— Philadelphia Realtor

#### PROFILE — from page 5

Roberts, which he eventually bought out. The firm now is M. G. Zorkin Company Ltd., with two offices: headquarters in downtown Nanaimo and a branch at Terminal Park Centre in the outskirts.

Today, a great deal of the commercial and industrial development of the East coast of Vancouver Island can be attributed to the efforts of his firm. Much of his work involved realty transactions with an international flavour. In 1960 his firm signed a contract as exclusive agents for industrial development of Bartolith - Werke, U.S.A. Inc., a subsidiary of the parent company in Erding, Germany. M. G. Zorkin Company hopes to build 10 factories across Canada for this versatile building materials manufacturer. His firm's latest project is the \$350,000 Pygmy Recreations Ltd. 30-lane bowling centre in Nanaimo. This latter development is mentioned because it is the first western venture of this nature built by Famous Players Canadian Corporation.

Mladen Zorkin's activities in organized real estate is equally varied. It has earned him the distinction of becoming one of the first governors of the Canadian Chapter of the International Real Estate Federation. He will be one of the Canadian representatives attending the Paris conference in June of this year.

Other offices held were: President of the Nanaimo Real Estate Board; Director of the B.C. Association of Real Estate Boards — leading to president in 1959-60; and now Regional Vice-President of B.C. for C.A.R.E.B.

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## THE FEE APPRAISER

MANNY CONSTAM, A.A.C.I., A.S.A.

The fee appraiser is an offshoot of the genus appraiser who exists in the field of real estate; in other words, the fee appraiser and the appraiser are congeneric. This simple but obscure statement is typical of the confusion which often exists with respect to the fee appraiser.

The appraiser is a well-known phenomenon in real estate. He may work for a lending institution, or a department of the government. The sub-species fee appraiser usually works for a real estate broker, a trust company; or he may be self-employed. His activities are slightly different from those of an institutional appraiser. The latter is employed to provide estimates of value which provide the basis for action by his employer. His qualifications and experience, both of which must be extensive, form the basis for the trust which his employer must have in his appraisals.

The fee appraiser, on the other hand, is employed by many clients and he is reimbursed on a fee basis usually calculated on a per diem rate and depending on the time required to complete a specific appraisal. His efforts usually result in a written appraisal which he must often be prepared to support and substantiate in court. This is one of the most important factors in a fee appraiser's activities, that is (*sic*) the ability to support and substantiate his findings with data, evidence and logic. This facet of appraisal is, of course, not peculiar to the fee appraiser alone, since all appraisals should be capable of substantiation if necessary.

Perhaps this can be clarified with a few examples. An estate is being valued for succession duties, or a company's assets are being valued in bankruptcy. A fee appraiser is called in to prepare an appraisal and he must be prepared to substantiate his findings to the satisfaction of the authorities. A great deal of fee appraisal work centres around expropriation. A property or a portion of a property is expropriated for one of the many reasons which require the taking of a private property by a branch of the government for the public good. The owner and the expropriating authority fail to reach agreement on the amount of compensation due the owner. The matter goes to arbitration—either in a court of law—before the Ontario Municipal Board, or any other arbitration tribunal. The services of an unbiased and qualified witness are required by both the owner and the expropriating body to assist the arbitrator in determining the amount of compensation involved. The fee appraiser is called upon and he may appear in court as an expert

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The articles printed in this section represent the authors' opinion only. They are not necessarily endorsed by the Appraisal Institute of Canada.

## THE AUTHOR

Mr. Constam joined the real estate profession in 1952 and within two years had built up sufficient experience to broaden out into the field of appraising. To arm himself with the proper knowledge he took Appraisal I and II and joined the Appraisal Institute of Canada and the American Society of Appraisers. As he says, membership in these institutes builds up connections and allows a person to mingle with other appraisers where common problems can be discussed and solved.

Mr. Constam is an independent fee appraiser who does work for various expropriating bodies in Ontario. He is vice-chairman of the Toronto Chapter of the Appraisal Institute of Canada and President of the Toronto Chapter of the American Society of Appraisers.

His advice to anyone thinking of broadening their experience to include appraising as a profession should join the A.I.C. as their first step. By taking the courses available—and later keeping atune to the changing techniques of appraising through the Institute's magazine AIM—the student-applicant will soon become proficient in this field.

witness subject to arduous cross-examination concerning the validity of his report. These are but a few examples of the possible activities of a fee appraiser.

This brief outline of some of the activities of a fee appraiser raises several other questions. What makes a fee appraiser tick and what should he know to do his job properly? In some ways this is the same as asking "how high is up", but perhaps we can throw some light on the situation.

The fee appraiser must have a many-tracked sort of mind, the kind of mind that likes and appreciates infinite variety. Every appraisal problem is different since there are no two properties exactly alike. He should be logical, methodical and at the same time imaginative. He should be a jack of all trades and at the same time master of the combination of all trades. He must have the characteristics of a reporter, the understanding of a psychologist, the clarity of an accountant and the inquisitiveness of a detective. The ability to think clearly and project his thoughts in debate or under cross-examination should be coupled with a mastery of the written word. His confidence in his ability and experience should go hand in hand with the realization that his is an ever-expanding field, requiring constant study to widen his knowledge and experience.

The activities of a fee appraiser encompass and involve many fields of knowledge and activity. An understanding of many branches of law can be invaluable. He should be acquainted with the law as it involves property, mortgages, assessment, expropriation, provincial and municipal government. As an example, there are presently over 25 statutes covering expropriation in the Province of Ontario, and the methods of expropriation and estimating compensation are dependent on the statute involved.

Continued on page 18 — See FEE

## EDITORIAL—*from page 3*

As an example: a purchase of \$10 millions in 5% mortgages, would be bought at a discount and a bond series, probably called "Old Brook I" issued on the investment market. Another series called "Old Brook II" would be issued against a mortgage purchase of, say \$5 millions at 5½%.

The latest word from Ottawa shows CMHC is actively investigating the sale of government-owned blocks of mortgages to investment houses such as Old Brook Financial Co. Ltd.

If the green light is given, and a secondary market established, a political football may appear on the playing fields—the floor of the House. Because of this, CMHC must move with caution, for, if any private firm is permitted to purchase blocks of mortgages at a substantial discount, the Canadian public can rightly take this as a further subsidisation.

It is not expected that too great a discount need be made in any blocks of NHA paper, bearing interest at 6% or more. We use the basic principles of the Building and Loan societies who can apparently operate at a 2% spread with no 100% guarantee from the federal authorities.

It would appear advisable for the federal government to hang onto any block of mortgages bearing interest at less than 6%, and there is a lot of this paper held by CMHC. At the time of this writing, we attempted to contact Stewart Bates, head of CMHC to seek the amounts involved in mortgages at different percentages held by his crown corporation. He did not reply. But, we do know that it wasn't until January 1957 that rates hit 6%. The chronological sequence of hikes are as follows: Before June, 1951—4½%; June, 1951—5%; August, 1952—5¼%; March, 1954—5½%; February, 1955 back to 5¼%; March, 1956 return to 5½%; January, 1957—6% and December, 1959—6¾%.

We are in favour of the federal authorities selling off CMHC-owned paper providing the public does not take a beating. Some rumours persist (in a metropolitan daily) that CMHC 5% paper might be sold off at a 10% discount. There is no reason to suspect that the federal agency will be that rash with our money, but, to assist the creation of a secondary market at a further cost to the public makes little sense.

Another avenue which might be explored is to sell CHMC paper to the Bank of Canada. Let our bank's bank sell off government-backed bonds using CMHC paper as collateral. This way we keep profits where they belong.

A mass move against subsidisation is much needed in Canada. One of the many anomalies existing today is the costs of government supporting its citizens. As an example, we have lost some \$142 millions in three years in farm support programmes alone. Our railways, mining ventures, pipe lines and many other, supposedly self-sustaining segments of our economy are being supported holus bolus by subsidisation. It is time we reversed ourselves and placed our system into the position where it gains money, not loses it.

**ADDENDUM:** Since the preparation of this editorial, Public Works Minister Walker has announced that CMHC has been given the signal to sell off some \$750 millions in government-owned paper. Works Minister Walker says that "The government hopes to move into the secondary mortgage market without any loss to the taxpayer".

Some 75,000 NHA mortgagors will have their debts transferred from federal ownership to private institutions.

### NEGATIVE NOTIONS

One salesman says: "I sure made some good contacts today!"

Said the other: "I didn't sell anything either."

## McAFEE HEADS ALTA. ASSOC.

At the annual convention held in Calgary in March, the following were elected as officers of the Alberta Real Estate Association. For President: S. Gordon McAfee, Edmonton; First Vice-President, Don C. Andrews, F.R.I., Medicine Hat and Directors: I. E. V. Caddy, Red Deer; Darrel Ball, Edmonton; S. M. Beckhuson, Edmonton; Sam Hornberger, Calgary; Norman Bullied, Lethbridge; Frank Evans, Calgary and Thomas J. Mes-ton, Okotoks. C. E. Sanders is immediate past-president.

● Appreciative introducer: "I take great pleasure in introducing our guest speaker who has to catch a train in 15 minutes . . . Gentlemen, Mr. McNutt!"

● The wise man does not lay up treasure. The more he gives to others, the more he has for his own.

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## 'FACE-LIFT' SLATED FOR DOWNTOWN MONCTON

The face of Moncton's business district is destined for a beauty treatment that should make Eastern Canada's Hub City a star of international rating. A giant development, slated to begin in May, 1961 finds many national and local firms competing for strong supporting roles.

News has recently been released that the C.N.R. will transform 10 acres of Moncton's heartland into a multi-million dollar transportation, commercial and entertainment centre complete with mall.

The railway has leased ten acres of its downtown real estate holdings to Terminal Centre Corp. and Cemp Investments Ltd., who will erect a new office building on the site and lease it back to the C.N.R. as part of the over-all commercial project.

The C.N.R. property has a 2,000 foot frontage on the south side of Main Street, with varying depths up to 380'. It totals almost 435,000 sq. feet. Including Archibald and High, it abuts six principal streets.

The master plan calls for a razing of all existing property except the relatively new CNT headquarters. In their place the developers have planned a multi-complex of buildings, transportation and parking facilities, banks, department stores, shops, restaurants and bowling alleys.

Arthur Rudnikoff of Montreal, spokesman for Terminal Corporation, claims that the project followed a serious examination of Moncton's potential.

"A study of the present urban pattern and projection of Moncton's future growth visualizes it as a city with a population of 80,000 or more

by 1980. (Moncton's present population is approximately 45,000.)

The developers feel that the creation of this new commercial and civic centre will stimulate retail business. Already it is attracting a basic group of nationally-known merchants desiring to lease premises in the development.

Completion of the project will also have a beneficial effect on Moncton's overall economy by anticipating the other commercial sections of Main Street will also be rehabilitated and redeveloped.

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CIVIC DUTY WAS ADMIRABLY FULFILLED when the Calgary Board accepted the task of working in the Community Chest Campaign. Although the total goal fell short by some \$710,000, Calgary Realtors exceeded their quota in area assigned to them by 24 per cent. Ken Cooper (left), Chairman of the General Business Donation, is shown presenting a plaque to Al Montgomery, Assistant Secretary of the board who acted as chairman on behalf of the Real Estate Board's campaign.



CALGARY WAS RECENTLY HONOURED by having a member of the board become president of the Appraisal Institute of Canada. Shown above is Roy Wilson (left), President of the Calgary Board congratulating Howard P. Hamilton new A.I.C. president. Mr. Hamilton was the first salesman member of the real estate board to receive his A.A.C.I. designation and the first person West of Winnipeg to be elected president of the institute. He is a full-time appraiser with the firm of Ivan C. Robison.

#### ◆ PICTURE AT LEFT

HALIFAX-DARTMOUTH BOARD STUDENTS who were successful in passing a pre-licensing course and examination are shown here with Herbert R. Fullerton who presented each with a certificate at a dinner held in Halifax. Reading from left to right, SITTING: Mrs. V. G. MacKaracher, Mrs. S. B. Smith, Mrs. Muriel Treen, Miss Helen Wile, Col. H. R. Fullerton, F.R.I., Mrs. Rita Duncan, Miss Jean Dooks, Bob Tumilty. BACK ROW: Don Crowe, J. H. Vaughan, J. H. Roy, H. C. Delano, E. A. Payzant, Tom Mackey, J. H. Vooght, Bruce Fraser, W. J. E. Constable, J. Kehoe, Ron Donovan. NOT SHOWN: W. G. O'Neil and J. A. MacBain.

## MARITIMES ARE GAINING LICENSING STRENGTH

Recent activities in organized real estate in the Province of Nova Scotia indicate that a strengthening of the Licensing Act may occur within the next few months. C. F. Whynacht, regional vice-president of C.A.R.E.B. reports that several meetings have been held with Mr. Beasley, Superintendent of Insurance for the province.

The Superintendent appeared quite interested in the recent step taken by the Halifax-Dartmouth Board to set up examination requirements for membership in the board.

At one of the discussions with Mr. Beasley, Herbert R. Fullerton was present. The president of C.A.R.E.B., a well-known authority on Canadian Real Estate License Law was able to relate the licensing pattern across the nation.

Mr. Fullerton had included the Maritimes in his Eastern itinerary and spoke at a dinner meeting April 4th at which some eighty brokers

and salesmen were in attendance. The evening banquet concluded the semi-annual meeting of the Nova Scotia Real Estate Association.

A week prior to the above meeting, the Halifax-Dartmouth Board presented a brokers' Seminar—an all-day session with some 25 brokers holding lively discussions on all subjects relating to real estate in general. The noon luncheon featured R. W. G. Bryant as guest speaker. Mr. Bryant is the assistant planner of the City of Halifax. His topic examined the role of the realtor in redevelopment.

#### NEW BRUNSWICK

Although complete details of the machinery for licensing have not been worked out, an Act for the licensing of Real Estate Agents and Salesmen has been passed at a mid-April all-night session of the New Brunswick Legislature. This leaves all but three

of the provinces sans legislation: P.Q.; Newfoundland and P.E.I. The Province of Quebec appears certain to adopt a licensing act this year.

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# THE PRESIDENT REPORTS

Dear Fellow Members of CAREB,

My first task as your newly elected President for the year 1961 was to prepare a planned work programme, setting out proposed objectives and procedures for CAREB for the coming year.

My second task was to review the Committee organization of CAREB and to nominate Chairmen from across Canada to head these Committees.

Vice President Bert Katz, during this period, was assigned the task of reviewing and writing up, where required, detailed instructions specifying the duties and responsibilities of each CAREB Committee.

A list of the Executive and the Committee Chairmen with their Committees, as well as the objectives for 1961, appear later as a part of this report.

In mid January I proceeded to Montreal where I met with the Directors of the Montreal Real Estate Board and had the pleasure of addressing a luncheon meeting of their Board. This was at the time of their Annual Meeting during which newly elected President Percy Caplan took over from retiring President Jean Desrosiers. Also present at the meeting was Kevin Davis, President of the Quebec Real Estate Board.

The Montreal Real Estate Board is obviously one of the most progressive and well organized Real Estate Boards in Canada and I was only sorry that I could not accept their kind invitation to stay and attend the grand ball with which they concluded their annual meeting. My schedule, however, called for me to leave for Philadelphia by plane immediately following the luncheon meeting of the Montreal Board.

In Philadelphia the American National Association of Real Estate Boards held their January inaugural meeting, which as President of CAREB I attended as the exchange director from CAREB. The trip from Montreal to Philadelphia was eventful, in that my plane was grounded

by weather at Boston and I made the remaining journey of between 400 and 500 miles by bus and taxi!

The NAREB Philadelphia meeting lasted for a week and was an inspiring example of intelligent, efficient and most impressive organization. All NAREB members and officials, from the outgoing President Armel Nutter, incoming President O. G. "Bill" Powell, Executive Vice President Eugene Conser and Administrative Secretary Lowell Baker and their Staffs went out of their way to provide me with full information on their many services and activities for the benefit of their members and I hope to see many similar services and procedures installed by CAREB for the benefit of our members during the coming year.

On leaving Philadelphia I proceeded to Toronto where I had arranged for a 3 day combined meeting of the Executive and Committee Chairmen of CAREB, commencing on the 27th January.

A total of 33 persons representing Canadian organized real estate from the Atlantic to the Pacific were present at this meeting, at which the appointment of Committee Chairmen and the establishment of objectives and organization plans for the coming year were finalised. Space will not permit me to give you a detailed report of the work done at these meetings, however, complete minutes have been sent to all Member Boards and are available for your consideration through your local boards.

Sufficient to say here that an achievement programme was approved for the coming year. Committee Chairmen were allotted specific tasks within the framework of this achievement programme and a budget was established to cover the year's operations.

A particularly strong Committee organization of Calgary Realtors was set up to handle the Annual CAREB Conference set for Banff from 4th to 8th September in this year, with Elmer Sanders as Conference Coordinator, Pete Lyle as Programme

Chairman and Al Larson as Local Conference Committee Chairman.

Upon conclusion of the meetings in Toronto I proceeded to Winnipeg where I met with the Directors of the Winnipeg Real Estate Board and the Manitoba Real Estate Association and had the honour of addressing a combined meeting of the membership of these two associations, where Jack Barber was elected for a second term as President of the Winnipeg Real Estate Board and Luke Johnson, a past President of CAREB, elected to succeed G. K. Cinnamon as President of the Manitoba Association.

The Winnipeg Board appears to be thriving and the Multiple Listing operation is recognised as being one of the most outstanding in Canada, with a particularly fine ratio of sales to listings.

I left Winnipeg by night train for Medicine Hat where I was met by Don Andrews who, with his fellow Realtors, has done a fine job in establishing the Medicine Hat Real Estate Board. Don gave me a conducted motor tour of this thriving and progressive City. I met with the Directors of the Medicine Hat Real Estate Board for lunch and then was driven by Don Andrews to Lethbridge where I had the pleasure of addressing a combined dinner meeting of the Lethbridge and Medicine Hat Real Estate Boards. After a very pleasant evening with these fine realtors, I left the following morning by combined train and plane for Vancouver via Calgary, arriving home on the 2nd of February having been on the road since the 15th January.

On the 21st of February I attended the Annual Meeting of the Vancouver Real Estate Board, held in their new building, where I had the pleasant duty of installing newly elected President Harold Chivers and his fellow officers and Directors for the coming year. Their new building is most impressive with a large auditorium and other fine facilities.

On March 7th I attended a luncheon meeting of the West Vancouver Real Estate Board conducted by President Paul Sowerby. Also present were Dave Nicol, President of the North Vancouver Real Estate Board, and Jim Owens, President of the Burnaby Real Estate Board. These three Boards operate as Divisions of the Vancouver Real Estate Board using the full facilities, including the Multiple Listing Service.

of the Vancouver Board but retaining their local autonomy with respect to their own municipal affairs. This arrangement works out very well.

On March 12th I flew to Calgary where that evening there was a combined meeting of the CAREB Management Committee and the local Calgary Conference Committee looking after the CAREB Annual Conference at Banff September 4th to 8th inclusive. There is a large active Committee of Calgary Realtors under the Chairmanship of Al Larson and advance arrangements appear to be in excellent shape. Peter Lyle as Programme Chairman had a draft programme ready for consideration and Elmer Sanders the Conference Coordinator acted as Chairman of the combined meeting. I was most impressed with the arrangements made and the fine group of men who have taken in hand the task of making the Banff Conference this year the finest conference in the history of CAREB.

The CAREB Management Committee members, consisting of Vice President Bert Katz from Ottawa, Vice President Stan Melton from Edmonton, Fred Urquhart from Vancouver, Jack Stevenson from Winnipeg, Elmer Sanders from Calgary, Secretary Bill Follows from Toronto and myself, met all the next day on CAREB routine business and in the afternoon Al Larson the Conference Chairman again met with us to iron out further details of the conference arrangements.

It is interesting to note here that Vice President Bert Katz since the first of the year has addressed the Annual Conference of the National House Builders Association in Montreal; a meeting of the Quebec Real Estate Board in Quebec City; the Central Alberta Real Estate Association in Red Deer; the Alberta Real Estate Association in Calgary and the Okanagan Mainline Real Estate Board in Vernon, British Columbia. Certainly your CAREB officers have been busy.

I hope that each of you who read this article are planning to attend the Annual CAREB Conference in Banff. It is one of the outstanding beauty spots on the North American Continent. Interesting and worthwhile business sessions, combined with healthful and relaxing recreational facilities will make this one of the most worthwhile trips you will ever have taken.

I look forward to seeing you in Banff in September.

Cordially yours,  
Herbert R. Fullerton  
President.

## C. A. R. E. B. OFFICERS

### PRESIDENT

HERBERT R. FULLERTON  
(Vancouver Real Estate Board)

### VICE-PRESIDENTS

BERT KATZ

(Ottawa Real Estate Board)

STANLEY L. MELTON

(Edmonton Real Estate Board)

### PAST PRESIDENT

JAMES A. LOWDEN

(Montreal Real Estate Board)

### PRESIDENT C.I.R.

B. E. WILLOUGHBY

(Toronto Real Estate Board)

### APPRAISAL INSTITUTE AND AFFILIATED ORGANIZATIONS

L. K. JOHNSON

(Winnipeg Real Estate Board)

### CONSTITUTION & BY-LAWS

WM. BAILEY

(The Real Estate Board of Victoria)

### CONFERENCE CO-ORDINATOR

C. E. SANDERS

(Calgary Real Estate Board)

### CONFERENCE PROGRAM

E. B. LYLE

(Calgary Real Estate Board)

### LOCAL CONFERENCE CHAIRMAN

A. T. LARSON

(Calgary Real Estate Board)

### CO-OPERATIVE — M.L.S.

J. M. BARBER

(Winnipeg Real Estate Board)

### EDITORIAL

(The Canadian Realtor)

A. M. DEDMAN

(Toronto Real Estate Board)

R. DESMARAIS

(Montreal Real Estate Board)

### FINANCE & MANAGEMENT

T. G. McATHEY

(Montreal Real Estate Board)

### LICENCE LAW

M. G. KLINKHAMER

(Kootenay Real Estate Agents  
Assoc.)

### MEMBERSHIP

PAT KING

(Halifax-Dartmouth Real Estate  
Board)

### OTTAWA LIAISON. FEDERAL LEGISLATION & TAXATION

P. H. McKEOWN

(Ottawa Real Estate Board)

### CANADA WIDE

HERBERT R. FULLERTON  
(Vancouver Real Estate Board)

### ADVISORY & RESEARCH

J. A. LOWDEN

(Montreal Real Estate Board)

### PUBLIC RELATIONS

DENNIS R. STEWART

(Edmonton Real Estate Board)

### RESOLUTIONS

J. S. STEVENSON

(Winnipeg Real Estate Board)

### INDUSTRIAL-COMMERCIAL- INVESTMENT

H. P. LANGER

(Toronto Real Estate Board)

### SCHOLARSHIP TRUSTEES

W. H. SHORTILL

(Toronto Real Estate Board)

### TERM REALTOR

J. R. KER

(Vancouver Real Estate Board)

### INTERNATIONAL REAL ESTATE FEDERATION

(Canadian Chapter)

BERT KATZ

(Ottawa Real Estate Board)

### STATISTICAL & SURVEY

D. BACK

(Vancouver Real Estate Board)

### EDUCATION & LIBRARY

F. B. URQUHART

(Vancouver Real Estate Board)

JACQUES VEZINA

(Quebec City Real Estate Board)

### CO-ORDINATOR

S. L. MELTON

(Edmonton Real Estate Board)

### PROFESSIONAL STATUS & ETHICS

F. M. PHILPS

(Westminster County Real Estate  
Board)

### RURAL REALTORS

C. R. PURCELL

(Toronto Real Estate Board)

### BOARD OFFICERS & SERVICES

S. L. MELTON

(Edmonton Real Estate Board)

### REGIONAL VICE-PRESIDENTS

Alberta:

D. M. SPENCER

(Edmonton Real Estate Board)

British Columbia:

M. G. ZORKIN

(Vancouver Island Real Estate  
Board)

Continued on page 5



# OBJECTIVES

## LONG TERM

- (a) To sponsor, encourage and aid in the establishment and maintenance of Real Estate as a publicly acknowledged, respected and honoured profession in Canada.
- (b) To sponsor, encourage and aid in the establishment and maintenance of a research programme with respect to land use and urban development and redevelopment in Canada with particular relationship to the rights of private ownership of real property, the welfare of the people of Canada and the best interests of those engaged in the calling of real estate.
- (c) To sponsor, encourage and arrange for the establishment of a reliable source of useful and practical and current real estate statistics on a Canada-wide basis for the benefit of:
  - (1) Real Estate Investors
  - (2) Governmental Bodies
  - (3) The members of C.A.R.E.B.
- (d) To sponsor, encourage and aid in the establishment of Real Estate education by way of degree credit courses, diploma courses and pre-licensing courses in the faculties of commerce and business administration in at least one university in each of the Provinces of Canada.

## FOR 1961

- (1) OBJECTIVE—To lay the foundations for the accomplishment of "Long Term" objective (a) as above.  
*Responsibility*—Professional Status & Ethics Committee assisted by Education & Library Committee, Editorial Committee, C.I.R. Committee, Regional Vice-Presidents and President and Vice-Presidents.
- (2) OBJECTIVE—To lay the foundations for the achievement of "Long Term" objective (b) as above outlined.  
*Responsibility*—Advisory and Research Committee and C.I.R. Committee, (Chairman Jim Lowden) (Chairman Bert Willoughby).
- (3) OBJECTIVE—To do the necessary studies and research and bring in recommendations to the Executive Committee of C.A.R.E.B. by 15 April 1961 for the establishment of the service as outlined in "Long Term" objective (c), including estimates as to costs of the items proposed. In the first instance the plans to cover the items named as follows:
  - (a) Statistics on a regional basis regarding sales of used houses in Canada, such information to be gathered from the members of C.A.R.E.B.
  - (b) Statistics re: new, completed unsold houses.
  - (c) Statistics re: office building rental space.
  - (d) Statistics re: apartment vacancy surveys.
  - (e) Statistics re: multiple listing services, co-operatives across Canada, together with such other recommendations as the Committee may consider desirable.*Responsibility*—Statistical & Survey Committee, Chairman, Denys Back.
- (4) OBJECTIVE—To establish necessary liaison with Provincial Realtor bodies interested in real estate education and licence law in order to make as much

progress as possible during the year toward achieving "Long Term" objective (d).

*Responsibility*—Education and Library Committee, Jacques Vezina and Fred Urquhart, supported by Professional Status & Ethics Committee, Chairman Fred Philips, C.I.R. Committee, Chairman Bert Willoughby, and Editorial Committee, Chairman Art Dedman, Vice-Chairman Roger Desmarais.

- (5) OBJECTIVE—To strengthen affiliation arrangements with the Appraisal Institute of Canada by establishing specific areas of co-operation between C.A.R.E.B. and the Appraisal Institute.  
*Responsibility*—Affiliated Organizations and Appraisal Institute Committee, Chairman Luke Johnson.
- (6) OBJECTIVE—To produce a new Constitution and By-Laws designed to meet the conditions facing C.A.R.E.B. today and in the future.  
*Responsibility*—Constitution and By-Laws Committee, Chairman William Bailey.
- (7) OBJECTIVE—To assist member boards of C.A.R.E.B. to establish multiple listing or co-operative listing services where none now exist and to assist those services now in existence to increase the volume of business done and to improve their ratios of sales to listings.  
*Responsibility*—M.L.S.—Co-op. Committee, Chairman Jack Barber.
- (8) OBJECTIVE—To continually improve the content of the Canadian Realtor magazine and to reduce the cost of this magazine to C.A.R.E.B.  
*Responsibility*—Editorial Committee, Chairman Arthur Dedman.
- (9) OBJECTIVE—To provide funds and office staff sufficient to adequately and efficiently carry out the duties and responsibilities of C.A.R.E.B., its officers and committees.  
*Responsibility*—Finance & Management Committee, Chairman Gordon McAthey.
- (10) OBJECTIVE
  - (a) To bring up to date the Real Estate Licence Law Manuals of C.A.R.E.B. in the hands of the Regional Vice-Presidents, the Provincial Licence Law authorities across Canada and others who have these manuals and to see that such manuals contain copies of the current Real Estate Act & Regulations of all of the Provinces of Canada and States of the United States.
  - (b) To work with Provincial Authorities to help secure licence laws in Quebec and New Brunswick.  
*Responsibility*—Licence Law Committee—Maurice Klinkhamer, Chairman.
- (11) OBJECTIVE—To increase the membership of C.A.R.E.B. in 1961 over 1960 by a minimum of 2 per cent.  
*Responsibility*—Membership Committee—Chairman, Pat King, Dartmouth.
- (12) OBJECTIVE—To secure necessary amendments to the Income Tax Act of Canada to ensure that Real Estate salesmen and other Real Estate employees paid on a commission basis, shall be permitted to charge as an expense, and therefore as a deduction from their gross income the funds expended by them in attending up to two conferences in any one year.



*Responsibility*—Ottawa Liaison, Federal Legislation and Taxation Committee—Chairman Hugh McKeown.

(13) OBJECTIVE—

- (a) To improve Realtor Public Relations in Canada with the general public and with Government and University authorities.
- (b) To improve the internal public relations of C.A.R.E.B. with its members.
- (c) To complete the establishment of the C.A.R.E.B. M.L.S. of public relations ideas and services.

*Responsibility*—Public Relations Committee—Chairman D. R. Stewart.

- (14) OBJECTIVE—To establish a well organized and functioning Industrial, Commercial and Investment Division of C.A.R.E.B. supported by Local committees in the major boards, members of C.A.R.E.B. with specific terms of reference to enable the pattern set in 1961 to be followed in subsequent years.

*Responsibility*—ICI Committee, Chairman Peter Langer.

(15) OBJECTIVE—

- (a) To provide a written set of procedures covering all details of C.A.R.E.B. scholarships; for the raising of money for such scholarships through to the selection and presentation regulations, all for approval by the Executive of C.A.R.E.B. prior to 15 April 1961.
- (b) To provide a plan which will secure C.M.H.C. and other Government support for real estate scholarships to Universities.

*Responsibility*—Scholarship Trustee Committee—W. H. Shortill, Chairman.

- (16) OBJECTIVE—To study in detail the history, organization, objectives and methods of operation and financing of the Urban Land Institute of 1200-18th Street N.W., Washington, D.C and to bring in a report with recommendations as to whether or not it would be desirable for all or any of the functions of the Urban Land Institute to be performed in Canada by the Canadian Institute of Realtors.

*Responsibility*—C.I.R. Committee—Chairman Bert Willoughby.

- (17) OBJECTIVE—To discover a method whereby the members of C.A.R.E.B. may be ensured the exclusive use of the terms realtor and realtors, using these terms in ways most desirable and convenient to them.

*Responsibility*—Term Realtor Committee—Chairman Ross Ker.

- (18) OBJECTIVE—To establish a Library of French and English educational material at the Board level to collect, collate, catalogue and arrange for publishing and distribution of such material upon order to the member Boards of C.A.R.E.B.

*Responsibility*—Education & Library Committee—English Speaking Co-Chairman, Fred Urquhart; French Speaking Co-Chairman, Jacques Vezina.

- (19) OBJECTIVE—To provide a Board Officers' Instructional Conference in conjunction with the C.A.R.E.B. Conference in September 1961. Board Officers eligible to attend to be Presidents, Vice-Presidents and Directors as well as Secretaries of Local and Provincial Boards. Board Officers to attend at their own expense or the expense of their own Boards. Conference to be arranged without cost to C.A.R.E.B.

*Responsibility*—Board Officers and Board Services Committee—Chairman Stan Melton.

- (20) OBJECTIVE—To produce a survey of the services given by C.A.R.E.B. to its members, comparing

same with those given by N.A.R.E.B. to its members, such survey to also contain recommendations covering additional services desired by C.A.R.E.B. members.

*Responsibility*—Board Officers and Services Committee—Chairman Stan Melton.

(21) OBJECTIVE—

- (a) To establish a Committee of C.A.R.E.B. devoted to dealing with matters of particular interest to members of C.A.R.E.B. concerned with farm properties.
- (b) To promote interest in this Committee across Canada and to encourage the formation of Rural Realtors Committees in Local Boards in areas interested in farm properties.
- (c) To prepare for presentation to the Program Chairman of the 1961 C.A.R.E.B. Conference for approval by the Executive Committee a programme of Round Table and Panel Discussions of interest to Rural Realtors for use at the 1961 C.A.R.E.B. Conference.

*Responsibility*—Rural Realtors Committee—Chairman C. R. Purcell. Committee Members—Ken Ferguson, Woodstock, Ontario; Don Merrill, Lethbridge, Alta.; Pieter Toxopeus, Frankville, Ont.



EXECUTIVE OF THE NOVA SCOTIA REAL ESTATE ASSOCIATION met Herbert R. Fullerton, President of C.A.R.E.B., while he was on the Eastern end of a coast to coast visit. Reading from left to right are: Ralph L. Macdonald, Helen Johnson, Mr. Fullerton, F.R.I., J. H. Roy, and C. F. Whynacht, F.R.I., regional vice-president of Nova Scotia for C.A.R.E.B.



"How's this as a site for your apartment project?"



BRITISH COLUMBIA

## Association of Real Estate Boards

### 1961 OFFICER SLATE FOR METRO VANCOUVER

Harold Chivers of Chivers Realty Ltd., North Burnaby, has been elected as President of the Vancouver Real Estate Board for 1961. The election meeting was held in the Board's new offices, 1101 West Broadway, Vancouver. Mr. Chivers succeeds Charlie Brown of Charlie Brown Ltd., who remains on the Board of Directors as Past-president.

Elected Vice-Presidents were: Denys H. Back of Denys H. Back Investments Ltd.; J. Ross Ker of Ker & Ker Ltd., and J. P. Roberts of H. A. Roberts Ltd.

Elected Directors for the coming year were: J. D. Barlow of J. D. Barlow Ltd., North Vancouver; J. L. Boulton of Boulton, Sweet & Co. Ltd.; J. H. Davies of Sasamat Insurance & Realty Co.; John Hawkins of Macaulay, Nicolls, Maitland & Co. Ltd.; Len Korsch of Len Korsch Realty Ltd.; D. C. McPherson of Pemberton Realty Corporation Ltd.; Harold A. Robinson of Chave & Robinson Realty Ltd.; George Treit of Rutherford-McRae Ltd. and J. S. Wood of J. S. Wood Realty Ltd.

Other members of the 1961 Board of Directors include: James V. Owens of Owens Realty, President of the Burnaby Division of the Board; David Nicol of David Nicol Realty Ltd., President of the North Vancouver Division; Paul Q. R. Sowerby, President of the West Vancouver Division and Dennis Shaw of Macaulay, Nicolls Maitland & Co. Ltd., President of the Salesmen's Division.

#### Salesmen's Division

Dennis Shaw of Macaulay, Nicolls, Maitland & Co. Ltd., was installed as President of the Salesmen's Division of the Vancouver Real Estate Board at the Annual Meeting of the Board (Tuesday, February 21).

Shaw succeeds Jim Marshall of Gordon M. Thompson Ltd. as Presi-

dent of the 1400 member Salesmen's Division.

Elected Vice-President of the Division was John W. Paar, Newcombe Realty Ltd.

Directors elected for the coming year were: E. W. Bryant of Boulton, Sweet & Co. Ltd.; William E. Clarke of J. S. Wood Realty Ltd.; A. James Cox of Blane, Fullerton & White Ltd.; John Craig of Turner, Meakin & Co. Ltd.; Leslie G. Greig of H. A. Roberts Ltd.; Stan Korsch of Len Korsch Realty Ltd.; Neil M. Lindsay of Rutherford-McRae Ltd.; Charles F. Logan of Boulton, Sweet & Co. Ltd.; Graydon B. McRae of Rutherford-McRae Ltd.; Robert H. Sherwood of Melton Real Estate (Vancouver) Ltd.; Peter Thiesen of A. E. Austin & Co. Ltd.; C. Norman Tustin of C. J. Archer Ltd. and W. H. Watts of J. D. Barlow Ltd.

#### BURNABY B.C.

The Canadian Realtor has received an interesting summary engineering report authorized by the Corporation of the District of Burnaby, through the auspices of the Planning Department. The report is based on the suitability of peatlands as sites for future industry. Apparently the area surrounding Burnaby contains some 3,600 acres of peat lands. This is about 20% of the total land area. These peat bogs have originated geologically by the gradual accumulation of organic materials and in some instances—in the lower lying sections—the land is swampy.

Some months ago the aggressive Burnaby town council engaged the Foundation of Canada Engineering Corporation Ltd. to prepare an engineering analysis and report. The booklet we received is a summary of the book "Foundation Conditions in Central Valley and Fraser delta Peat Areas" published July, 1960.

President:  
Fred M. Philps, New Westminster.

Vice-President:  
Charles Brown, Vancouver; P. D. P. Holmes, Victoria.

Past President:  
Mladen G. Zorkin, Nanaimo.

Directors:  
Harold Chivers, Vancouver; R. E. Slinger, West Vancouver; Lynn K. Sulley, Surrey; Ronald E. Dickie, Duncan; Thomas C. Lambert, Nelson; F. B. Urquhart, Vancouver; W. Hyndman, Cloverdale; L. E. Kirk, Victoria; Syd Hodge, Penticton; John Harvey, Quesnel.

The report has proved that under some circumstances, industries can be built upon these lands. Within the report is illustrated a sub-strata drawing indicating areas ranging between good and dubious.

Copies of this report can be obtained by writing Wm. J. Blakely, Planning Director, The Corporation of the District of Burnaby, Municipal Hall, Burnaby, B.C.

To quote Mr. Blakely: "It is too early to assess the long term effect of this effort (engineering study) but from comments received from industrial agencies, it would appear that the report has gone some way in dispelling the previous rejection of these lands as possible industrial locations by enquirers."

#### WEST COAST

The west coast is experiencing a surge in property transactions having an international flavour. One American firm alone has been the clearing house for several deals ranging as high as \$200,000. Previews Inc., the international firm which dabbles in everything from a remote South Pacific Island to a castle in Ireland, has shown quite a bit of activity in B.C.

The biggest Previews-sponsored purchase by non-Canadians was made by a West German group of businessmen headed by Prince Von Furstenberger. They purchased Moreby Island off the East coast of Vancouver Island for a reported \$170,000. The largest privately-owned island in the area, Moreby has about 200

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## THE I.C.I. COLUMN

by Peter Langer, S.I.R.

### Chairman of the Industrial-Commercial-Investment Committee

It was our aim to publish one article for those members interested in Industrial Commercial and Investment real estate, each and every month. We hope to do this commencing with the June issue of the Canadian Realtor. It would be a great help to receive articles covering these subjects from those who feel the urge to put their thoughts — regarding I.C.I. matters — on paper.

Registration forms for members have started to come in. If you are

interested in I.C.I. but have not yet registered, mail your name, firm and address to H. W. Follows, 109 Merton Street, Toronto.

The I.C.I. Committee has now been formed and I am pleased to report that the following are members of the Committee: M. S. Melton, Calgary; L. W. Dunn, Edmonton; E. J. Aronovitch, Winnipeg; R. W. Ferguson, Halifax; W. L. Mason, Toronto; A. G. Sanagan, Toronto; T. B. Senez, Montreal and J. C. Bailey, Saskatoon. Additional Committee members may be added from time to time.

The highlight of the year for the I.C.I. Committee will be its program

at the Annual CAREB Conference at Banff this coming September. We are arranging a programme for a least half a day, (perhaps even a full day) during which we will cover such subjects as: "Organizing an I.C.I. Department"; "Financing Commercial and Industrial Properties"; "Shopping Centres"; "Leases"; "Promotion of Investment Properties", etc. We hope to have the top men in our profession talk on these subjects and answer your questions. We are sure that you will find the program most interesting and educational.

Be sure to plan to attend this year's Annual conference at Banff so that you yourself might take part in the I.C.I. program.



GALT-PRESTON-HESPELER BOARD recently held a one-day sales conference — the principal speaker being Ralph Davidson, a Toronto Realtor. Mr. Davidson is a past-president of the Advertising and Sales Club of Toronto and for the past five years has conducted a course for that group in "Practical Salesmanship". His topic at the G-P-H conclave was "What makes People Buy". Reading from left to right, sitting: Mr. and Mrs. Ralph Davidson, Mrs. A. E. Pulling, Board Secretary and Mervin L. Himes, Chairman of the Conference Committee. Back row: George Baines, Board President and A. Wiebe, regional director of O.A.R.E.B.



THE SIMCOE AND DISTRICT OFFICERS FOR 1961 ARE: left to right, back row: John Dennis (Sales Dir.); George Pond (Dir.); George Anger (Immediate P-P); Steve Gerbautz (Dir.), and Clifford Wingrove (Dir.). Sitting: Miss Barbara Hearn (Sec'y-Treas.); Merrill Hare (President); P. Hugh McKeown (Immediate P-P of O.A.R.E.B.), and Michael Sokyrka (Vice-P.).



PART OF THE 416 REGISTERED BROKERS AND SALESMEN who attended the O.A.R.E.B. convention at Windsor are shown here being 'checked in' by Miss Billie Ennis, staff member of the association. Shown left to right are: Bill Horbatuk, Sault Ste. Marie; Mrs. B. Ferguson, wife of Ken Ferguson, Woodstock; Willbrod Brisebois, Windsor; John Bowes, Peterborough; Ken Ferguson, Mrs. Betty Horbatuk and Andrew Hayne, Lindsay.



SASKATOON OFFICERS-ELECT are, left to right, back row — Directors: R. G. Murdock, P. A. Turner, G. A. Hymers, J. E. Kennedy, Dunn Scott and W. A. Cherry. MIDDLE ROW — Directors: Mrs. M. Maynard, N. L. Ross, A. H. Christiansen, L. R. Davidson and L. O. Wickett. FRONT ROW: J. Makaroff, secretary-treasurer; R. E. Klombies, president and J. D. Bruce, vice-president. Director G. E. Racine is not shown.



# MONTHLY CO-OP REVIEW

## Persistence Pays

by Mrs. Ruth Moss

One of the prime requisites of successful selling is the right degree of persistence. A recent experience brought this fact home to me strongly.

A client of mine, whom I shall call Mr. Jones, was seriously considering the purchase of a property I had shown him, priced at \$65,000.00, but was concerned about the fact that it was semi-detached. Unbeknown to me, he called on the next door neighbour, explaining that he wanted to purchase the adjoining residence, but — inasmuch as he was a music lover and sometimes had the urge to play the piano at even 4:00 A.M. — he wanted to check with her if the walls were soundproof. Mrs. Smith, the lady in question, after regaining her composure, assured him that the walls were very thin indeed! In fact, she added, she could not sleep when the neighbours had a cold and could even hear them when they turned over in bed! Very reluctantly Mr. Jones decided not to buy the property.

I did not let the matter drop there. I called on Mrs. Smith and persuaded her to let us put this to a test. One evening, Mr. Jones and I — along with two of his musician friends — called on the two neighbours. We pounded the piano, we coughed, we sneezed, we tapped on the walls; hardly a sound penetrated. Mr. Jones drily remarked that obviously Mrs. Smith simply did not care to have him for a neighbour. He bought the property for \$60,000.

Two days later, Mrs. Smith telephoned me, frantically imploring me to please sell her home, "*because that monster who plays the piano at 4:00 in the morning was moving in next door!*" I pointed out to Mrs. Smith that she was being much too hasty, that she was taking Mr. Jones too literally, but to no avail. So with a clear conscience, I went to work on this property. In a short while, I came up with the right client and successfully closed this deal for \$60,000.

End of story? Not quite — for now, Mr. and Mrs. Smith were left without a home. I soon rectified this by selling them an \$85,000 bungalow. Had I accepted Mr. Jones' first decision without making a last effort by calling on the Smiths, I would have lost 3 excellent transactions. Yes — the proper degree of persistence is a major factor in successful selling.

Mrs. Ruth Moss was born and educated in Montreal. For many years after her formal education was completed, she took various extension courses as a hobby. One of these was the first real estate course offered in Montreal six years ago, which resulted in a full-time career in real estate, starting with C. L. Abbott & Son, where she has remained ever since.

Mrs. Moss specializes in selling better type homes, and has enjoyed a good measure of success from the start.

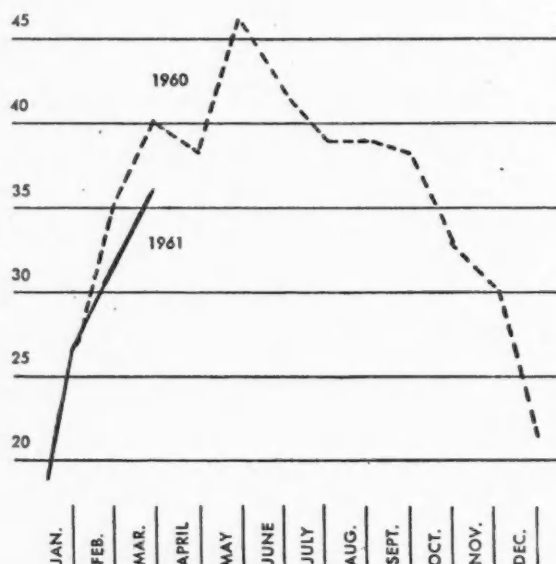
She helped to form the Women's Committee of the Montreal Real Estate Board, and is now acting as its Vice-Chairman.

Two years ago Mrs. Moss took three months holiday to tour Europe and visit brother Gerald Clark, Associate Editor of "The Montreal Star" — at that time living in London, England, and acting as European Editor for his paper.

Mrs. Moss manages to have at least one study course on her itinerary. A lover of music, she also manages to take in most concerts, and as much good theatre as possible.

millions  
of dollars

## CO-OP SALES GRAPH



## FEE continued from page 8

The fee appraiser should understand the language and activities of the accountant, surveyor, engineer, planner, builder, property manager, farmer, financier and lawyer. Economics are important to him as is an understanding of business activities which may vary from an auto wrecker to a gravel pit operator — from a shopping centre to a hotel.

Most fee appraisers start by selling real estate and — through appraisal courses sponsored by the Appraisal Institute of Canada or other similar organizations — move into the field of appraisal. There are several appraisal societies or institutes which grant accreditation to the appraiser based on courses taken, examinations passed, demonstration reports submitted and experience in the field.

This attempt to analyze and evaluate the background and activities of a fee appraiser seems to have resulted in a description of a paragon of virtue; a knight in shining armour. Whether such a person exists is perhaps open to debate, but I do know that most of the men in the appraisal field are striving to widen their qualifications through experience and education. Most would agree that "*the more you know, the more there is to learn*", and perhaps it is that continuing challenge which underlies and explains the activities of a fee appraiser.

## COVER PICTURE

In the August, 1958 edition of *The Canadian Realtor* we reported on a mammoth apartment project built in mid-town Toronto. The five-building, 1,000 suite Brentwood Towers development, costing \$15 millions is reputed to be the largest in the Commonwealth. The cover photo — taken last fall by Mrs. Margaret Gunstone of the Realtor staff — illustrates the lovely, sylvan-like setting in the forecourt. The 300' x 500' lake conceals a parking area for 500 cars.



# MONTHLY CO-OP STATISTICS FOR MARCH 1961

YEAR TO DATE COMPARISONS				MONTHLY COMPARISONS				Population in Thousands			
GROSS SALES				LISTINGS — SALES							
Board Position Determined by Sales-Listing Ratio Year-to-Date	1961	1960	Percent L or G	Listings 1961	No. Sales 1961	% Sales to Listings	GROSS SALES This Month Same Month Last Year		LISTINGS — SALES Listings This Month Sales This Month % Sales to Listings		
Regina	1,094,939	995,126	10	370	282	76	536,809	176	102	58	100
Belleville	141,950	193,150	26	20	12	60	29,300	6	2	33	28
Galt-Preston-Hespeler	414,950	371,525	12	105	47	45	180,500	37	20	54	50
Fort William	246,000	172,850	42	61	26	43	111,350	28	10	36	40
Sault Ste. Marie	234,710	154,500	51	54	21	38	88,710	25	10	40	41
Toronto	31,311,726	35,589,603	-12	5,158	1,969	38	12,190,595	1,898	769	41	1,500
Sarnia-Lambton	658,890	593,050	11	158	58	36	211,300	42	18	43	48
London	3,638,531	3,166,534	15	810	283	35	1,375,115	289	104	36	101
Chatham	98,050	52,800	86	27	9	33	31,950	8	3	38	30
Kingston	164,200	180,970	-9	40	13	33	72,800	13	5	39	45
Halifax-Dartmouth	438,500	282,450	55	74	23	31	91,100	25	5	20	125
Moncton	125,145	—	—	43	13	30	35,850	21	3	14	55
Greater Niagara	295,429	345,274	-17	99	30	30	179,555	39	15	38	25
South Peel	1,089,895	814,850	34	187	57	30	466,400	60	25	42	45
Victoria	1,767,498	2,303,999	-23	721	215	30	781,410	261	88	34	137
Brantford	679,800	737,300	-10	214	63	29	329,950	89	32	35	53
Kitchener-Waterloo	2,052,050	1,916,387	7	534	156	29	854,300	181	71	39	89
Ottawa	4,849,891	4,425,900	10	892	261	29	2,070,012	324	105	32	259
Orillia	179,290	274,100	-35	84	25	29	126,100	28	16	57	25
Hamilton	8,085,480	9,537,177	-15	2,340	664	28	3,248,430	868	278	32	260
Montreal	10,780,681	8,200,812	31	1,612	451	27	4,129,552	640	171	26	1,600
Central St. Lawrence	221,000	178,600	24	69	18	26	39,300	30	4	13	35
Prince Albert	203,583	140,700	44	107	27	25	84,283	45	14	31	21
Windsor	406,350	751,200	-45	167	43	25	207,100	63	19	30	175
Calgary	5,226,112	5,695,869	-8	1,540	373	24	1,933,371	512	139	27	230
Saskatoon	913,383	955,555	-4	361	88	24	440,525	121	43	35	87
Sudbury	405,200	167,300	10	123	29	24	139,750	41	11	27	76
Vancouver	8,664,677	9,916,897	-13	2,947	678	23	2,975,292	1,107	247	22	650
North Battleford	70,100	81,650	-14	36	8	22	33,000	9	3	33	10
Oshawa	408,200	549,200	-26	173	38	22	155,400	78	14	18	60
Simcoe	233,600	312,025	-25	36	8	22	85,100	19	3	15	25
Barrie	101,250	159,350	-36	54	11	20	37,500	16	2	12	20
Edmonton	2,365,441	2,197,596	7	908	184	20	971,502	356	72	20	284
Okanagan-Mainline	875,410	854,945	2	471	94	20	403,120	198	45	22	60
St. Catharines-Niagara	477,250	596,200	-19	216	42	19	223,550	80	17	20	73
Lehrbridge	138,014	229,576	-40	62	12	18	42,939	20	4	20	32
Welland and District	124,650	48,300	106	62	11	18	24,100	26	2	8	40
Brampton	99,200	44,025	125	36	6	17	39,200	11	3	27	30
Westminster County	1,723,373	1,837,825	-6	979	154	16	740,901	361	62	17	115
Owen Sound	52,300	521,875	-90	46	7	15	30,800	18	4	22	17
Tri-County	158,250	168,146	10	72	10	14	50,750	27	2	74	40
Oakville-Trafalgar	472,450	361,400	31	149	21	14	235,450	62	14	22	35
Orangeville	3,500	14,900	140	31	2	6	14,900	14	—	—	10
Cornwall	—	140,750	—	36	—	—	—	10	—	—	31
TOTALS	88,568,898	96,252,241	-8	22,284	6,542	29	36,010,818	8,302	2,588	31	—





## Association of Real Estate Boards

### O.A.R.E.B. ELECTS SENIOR OFFICERS



REAR ROW, L-R: W. P. Ristow, Oshawa; R. E. Sanderson, Port Credit; A. Wiebe, Kitchener-Waterloo; A. C. Kilgour, North Bay; C. G. Todd, Hamilton; L. Randall, Brantford; E. A. Mitchell, Brampton — All Regional Directors.

FRONT ROW, L-R: W. S. Evans, London, Regional Director; E. B. Fleming, Sault Ste. Marie, Vice-President; K. S. Raven, Kingston, President; P. H. McKeown, Ottawa, Past President; D. R. Wymark, Ottawa, Regional Director.

### PRESIDENT RAVEN REPORTS ON ASSOCIATION PROGRESS

Once again it is my pleasure to report on the various matters which were discussed at our recent executive committee meeting.

The 1961-62 committee chairmen were appointed and I am listing them below in order that you will know who should be contacted, in the event unusual problems arise or that you have some suggestions to offer:

*Achievement & Board of the Year*—E. B. Fleming; *Constitution*—W. P. Ristow; *Editorial*—C. G. Todd; *Education*—A. Wiebe; *Fact Finding*—A. C. Kilgour; *Finance*—E. A. Mitchell, F.R.I.; *Legislation and License Law*—R. E. Sanderson; *Membership*—W. S. Evans; *Mortgage Brokers*—

P. H. McKeown; *Nominating*—P. H. McKeown; *O.S.C.A.R.*—Lloyd Randall; *Policy Planning*—F. N. McFarlane; *Project*—F. N. McFarlane; *Research*—D. R. Wymark; *Resolutions*—W. P. Ristow; *Rural Realtors*—P. C. D. Toxopeus; *Speakers' Bureau*—W. S. Evans; *Standard Forms*—E. B. Fleming; *C.A.R.E.B. Regional Vice-President*—P. J. Harvey, F.R.I.

You will note that a new committee has been formed under chairman Roy Wymark, which will be known as the "Research Committee." It was the feeling that this committee should be primarily interested in the orderly and intelligent development and redevelopment of local municipalities

#### Executive Committee:

K. S. Raven, F.R.I., Kingston, President  
E. B. Fleming, Sault Ste. Marie, Vice-President  
P. H. McKeown, Ottawa, Past-President  
O. K. Teetzel, Secretary, 109 Merton St., Toronto.

#### Regional Directors:

W. S. Evans, London; A. C. Kilgour, North Bay;  
E. A. Mitchell, F.R.I., Brampton; Lloyd Randall, Brantford; W. P. Ristow, Oshawa; R. E. Sanderson, Port Credit; C. Gordon Todd, Hamilton; A. Wiebe, Kitchener; Roy Wymark, Ottawa.

throughout the province. It was felt that this could best be accomplished by the following means:

(a) Encouraging local boards to appoint new committees with the same name as the provincial committee.

(b) Encouraging boards on a local level, to offer the experience and knowledge of the members of such committees as a community service in studying and making recommendations to the proper authorities, on matters relating to the orderly development and improvement of the local area.

(c) The committee should ascertain from each local board the names of any local members serving on local municipal bodies.

### Choice Commercial & Industrial Properties In London Area

5,000 sq. ft. garage .....	\$ 26,000
5,000 sq. ft. Warehouse .....	29,500
11,500 sq. ft. Warehouse .....	
3,600 sq. ft. refrigerated ....	100,000
18,500 sq. ft. Warehouse .....	
2 floors, sprinklered .....	85,000
34,000 sq. ft. transport .....	
terminal .....	275,000
47,000 sq. ft. 2 floors and .....	
basement .....	130,000
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basement, sprinklered, .....	
R.R. ....	95,000

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(d) The committee should obtain reports from local boards as to the problems encountered and progress made by local bodies on which they have serving members.

(e) Consolidate such reports and advise local boards of favourable experience and solutions to problems in other areas.

(f) Any pressing problems requiring immediate action should be submitted to the Ontario Association of Real Estate Boards' executive committee, and where deemed advisable representations should be made to the proper provincial authorities.

It was also suggested at this meeting—and the suggestion was heartily endorsed by all members of the committee—that boards can establish excellent relations with local public authorities by arranging for the "Canadian Realtor" to be sent to them on a regular subscription basis.

I would like to congratulate the London Real Estate Board on the success of the Western Ontario Sales Conference which was held under its sponsorship recently and which I was privileged to address. The program which was arranged was excellent and included a variety of topics, some of which I am sure had not been covered previously in similar conferences.

More seminars of this type would complement the educational program presently envisaged by this association.

## SIMCOE STARTS LIBRARY

Simcoe & District Real Estate Board has commenced a library. Some 60 books covering all phases of the real estate business have been purchased for use by members. The board has also purchased a supply of Ontario Association forms from which members can purchase their needs rather than the broker having to order individually from O.A.R.E.B. headquarters.

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KITCHENER-WATERLOO Real Estate Board has been awarded the Bert Katz shield for the most efficiently operated board within the framework of O.A.R.E.B. This token was presented at the Windsor convention by Bert Katz, vice-president of C.A.R.E.B. — who is the donor — to Miss Margaret Meindl, Past-President of the board.

## WESTCOAST —

*Continued from page 16*

acres in pasture and over 1,200 acres in heavy timber. The same group are interested in buying additional properties in the province.

Among other properties handled by Previews (who encourage broker participation) was a 100-year-old farm and dairy operation, 35 miles from Vancouver. The purchase price was over \$100,000.

August Belden, Jr. of San Francisco, Vice-President in charge of the firm's Western division claims that



CENTRAL ST. LAWRENCE captured the Pat Harvey-Murray Bosley-Bert Willoughby trophy for the O.A.R.E.B. board showing the most achievement during the past year. Shown above is Pieter Toxopeus right, President of the board being presented with the award by Pat Harvey, President of the Brantford Board and Regional Vice-president (Ontario) for C.A.R.E.B. Centre is Hugh McKeown, Ottawa, outgoing president of O.A.R.E.B.

the jet-age has drastically changed the thinking of real estate buyers. "Distance is no longer a deterrent if the buyer wants a specific type of property," he maintains. "Private Islands are in demand along with large raw land holdings, farm and dairy operations, resorts, ranches, motels, coastal residences and estates."

Mr. Belden said that the West coast will experience an even greater surge when more foreign people become aware of its vast and enormous potential.

TRAVEL PUBLICITY PROMOTION say — "Fly now . . . see the world before it's too late."

● Knowledge is power only if a man knows what facts not to bother about.

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**Stewart Chambers, F.R.I.**

**T. Glen Chambers, B.A., M.A.I.**



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IN  
JULY

**A**

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SECTION**

•

The Canadian Realtor will launch a new medium of communication commencing in the July issue. This will be a semi-display advertising section devoted to listings which can be sold to buyers beyond local advertising influences. Properties such as: Motels, Hotels, Commercial, industrial and office sites or buildings; large estates, resorts and trades (particularly trades). Rates are \$5 per column inch (36c per agate line). If you have a property which you feel other out-of-province brokers might have a client for, send us your copy using type sizes shown alongside. (If you do not wish to destroy the page by clipping type sheet, send in your request for a type card).

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(22 letters and spaces to line)

CANADIAN 1234567 | canadian realtor ads 1

### 14 point caps and lower

(21 letters and spaces to line)

(27 letters and spaces to line)

CANADIAN REALTOR 1234 | canadian realtor ads always

### 10 point caps and lower

(25 letters and spaces to line)

(33 letters and spaces to line)

CANADIAN REALTOR ADS 1234 | canadian realtor ads always pay!!

## BODY COPY

### 8 pt. light face caps or lower

(33 letters and spaces to line)

(40 letters and spaces to line)

EFFECTIVE ADVERTISING IS ONE CRITERION TO SUCCESS. WITHOUT IT FEW BUSINESSES WOULD SUCCEED. IN DETERMINING WHAT IS EFFECTIVE ADVERTISING, ONE MUST FIRST CONSIDER HIS PUBLICS. TO WHOM SHOULD

Effective advertising is one criterion to success. Without it few businesses would succeed. In determining what is effective advertising, one must first consider his publics. To whom should I direct my appeal? 1234567890\$ ABCDEFGHIJKL

### 8 pt. bold face caps or lower

(33 letters and spaces to line)

(40 letters and spaces to line)

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### 8 pt. medium face italics caps or lower

(38 letters and spaces to line)

(45 letters and spaces to line)

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## MAKE *Banff* YOUR HOLIDAY THIS YEAR

Canada's best and most famed beauty spot will throw open its doors to Canadian Realtors and guests this coming September. Some 700 brokers, salesmen, saleswomen and their families will tread down corridors which have felt the feet of the most famous in the international set. Checking in time is Monday, September 4th. (Labour Day) and after this duty is completed you will be able to take stock of your breath-taking surroundings, in which you will live for four delightful days or more.

You have to see Banff to believe it. Almost a mile above sea-level, the massive, turretted castle atop the high banks of the purling Bow River faces valleys of two streams which rush and tumble in search of the lowlands far to the east. Built of stone quarried from Mount Rundle, the six hundred room hotel offers accommodations unsurpassed in any of the world's top cities. Each suite . . . each room offers a majestic view of Sulphur Mountain to the west or eastward to the "million-dollar" Bow River Valley.



### C.A.R.E.B.'s 18th ANNUAL CONVENTION — SEPTEMBER 4th - 8th BANFF SPRINGS HOTEL — BANFF, ALBERTA

To: Mr. H. W. Follows,  
Canadian Association Of Real Estate Boards,  
109 Merton St., Toronto 7, Ontario

CLIP  
AND  
MAIL

I plan to attend the 1961 Convention in Banff, and enclose my cheque for \$..... to cover the registration fee. It is understood that in the event I am unable to attend, my registration fee will be refunded, providing I advise you before August 10th, 1961.

NAME..... Status.....

Broker, Salesman or Guest

ADDRESS..... City.....

I am a member of the..... Board.

Below I have indicated exactly how I wish my name to appear on my identification badge.

My name..... Wife's name.....

MAKE CHEQUES PAYABLE TO THE CANADIAN ASSOCIATION OF REAL ESTATE BOARDS.



The 18th Annual CAREB Convention which commences the first Monday in September, will find you nestled into the mountains which are just beginning to catch the first blush of Indian Summer. You'll see unafraid wildlife and alpine flowers if you're a camera bug. You'll soar several hundred feet up a chairlift at Mount Norquay if you wish, or swim in a sparkling swimming pool—or play shuffle board on sundrenched terraces.

All these thrill-packed moments are yours to enjoy: swimming, dancing . . . golf . . . horse-back riding, all part of a great package deal which goes with the most unusual convention locale ever arranged by the C.A.R.E.B. Executive.

Your Monday will be taken up with things that befit your own recreational habits, including a bus trip into the mountains to be followed by a full tribal dance staged by authentic Indians.

As we mentioned in the April edition of The Canadian Realtor: you will round out a pleasant day with a "Getting to know you" reception in the early evening followed by dancing in the fabulous Cascade Room.

**TUESDAY:** A full day of convention, loaded with information that will—when put into practice after your holiday—pay for your trip.

**WEDNESDAY:** Salesman's Day brings into focus many of the problems and solutions that hinge on the sale of all forms of real estate. There will also be a rural Realtors panel presented for those brokers and salesmen who wish this specialized knowledge. Wednesday evening will close out with a cocktail party, CAREB cabaret, dinner and exciting entertainment.

**THURSDAY:** Besides administrative business and election of officers, this day will also be jam-packed with round table discussions for the general gathering—or an Investment-Commercial-Industrial panel for those wishing information on these subjects.

## HOTEL ACCOMMODATIONS

Your attention is drawn to the new method of billeting. You will note in the registration coupon shown below that all accommodations include meals if you stay at the Hotel.

Of course you may stay at any of the other fine places in or around Banff, in which you will pay for lodgings and meals on a separate basis.

If you do decide to stay at the Banff Springs Hotel, swimming Pools, tennis courts and even gratuities are included in the one price.

## MAKE BANFF YOUR HOLIDAY

Why not decide now to take your annual holidays either before or after the convention. There are many fine places to visit: Fishing trips into the Lake Jasper area; horse back riding at Lake Louise; a visit to the booming City of Calgary (which is only 80 miles from Banff); or you may wish to motor north through the foothills to the Peace River country—an exciting trip in any man's language.

Join the many other Realtors coming in from across the nation to attend the 1961 annual gathering! Write us for pre or post-convention holiday ideas. Bring your family too!

## ODE TO A BIDET

From darkest Africa, yea Paris too —  
comes word of an invention, meant for you  
A Bidet its called, although rhymed **Bee-day**  
white, oval, ceramic, not ordinary clay.  
Search in the bedroom, or where kiddies play?  
hardly likely you'll find one — we'd say!  
Course, if you're earnest — need one real bad,  
hike to the bathroom where one could be had.  
Esoteric? Oh no . . . can be used by all —  
round, fat or short . . . big or tall.  
How can I buy one you say to me?  
hike off to Crane, an owner you'll be.  
Say, what is a **Bee-day?** that puzzles most —  
its not for drinking a wedding toast;  
not for swimming, not a pun,  
not for relaxing — not even fun.  
But, mark my words, time's not a far trip —  
when you'll hear "got a **Bee-day?**" on everyone's lip  
Now, pardon me, gotta get back to work —  
but, wait! Just forgot my ablution quirk . . .  
Its off to the bathroom quick as a wink  
to visit my **Bee-day** alongside the sink!  
— inspired by a brochure from  
Hallmark Construction Ltd., Toronto

## REGISTRATION

FULL REGISTRATION — Brokers, Salesmen and Salesladies .....	\$40.00
—Wives of Brokers and Salesmen .....	\$25.00
Above includes all Business Sessions, Receptions and Entertainment.	
DAILY REGISTRATION .....	\$20.00
Includes all Business Sessions, Luncheon, Dinner, Reception and Entertainment for specified day.	

## HOTEL ACCOMMODATION

Please reserve accommodation checked (✓) below:

Arrival Date .....	Time .....	a.m. p.m. Departure Date .....
<b>BANFF SPRINGS HOTEL</b> Rates as quoted herein include all meals!		
<input type="checkbox"/> \$20.00 per person in single rooms daily including meals <input type="checkbox"/> \$17.00 per person (two in a room) daily including meals <input type="checkbox"/> \$16.50 per person (three in a room) daily including meals <input type="checkbox"/> \$15.50 per person (four in a room) daily including meals <input type="checkbox"/> \$15.00 per person (five in a room) daily including meals		
Suites—2 bedrooms and parlour parlours are \$35 and \$30 additional daily Suites—1 bedroom and parlour parlours are \$30 and \$25 additional daily		



# PRINCIPES FONDAMENTAUX EN AFFAIRES — par Armand DesRosiers

SEULES la coopération et la compétition *loyales* deviennent le complément de la réussite dans tous les domaines. Ceci veut dire que le succès en affaires dépend d'un groupe actif, sincère, honnête et loyal.

N'OUBLIEZ PAS que votre compétiteur à un moment donné, devient votre associé dans une transaction. Aujourd'hui vous avez besoin de lui et demain c'est lui qui aura besoin de vous. Cette pratique est le seul moyen de la réussite.

VOICI UNE ANECDOTE VECUE: Il y avait, près de Montréal dans un petit village, deux marchands généraux assez prospères, mais un jour l'un d'eux, M. Joseph Dupont, plus rusé que son compétiteur, M. A. Gervais, devient complètement *déloyal* et se décide, en prenant tous les moyens, de faire disparaître son compétiteur, M. A. Gervais. Alors il coupe les prix, le poids et la mesure, laisse planer toutes sortes de rumeurs sur le compte de son compétiteur. Il lui fait une critique *déloyale*, si bien qu'il le met dans l'obligation de fermer ses portes.

VOUS VOYEZ D'ICI la grande satisfaction de s'être débarrassé de son compétiteur et se voyant seul marchand dans la place, sans compétition, s'empresse d'augmenter ses prix, d'être plus indépendant et ne donne plus de service à sa clientèle, etc.

MAIS QU'ARRIVE-T-IL au bout d'un certain temps: la clientèle du village perd toute confiance en lui et son ambition joue contre lui. A la suite de cet événement, la clientèle du village décide d'aller s'alimenter au village voisin où elle obtient là un service parfait, une satisfaction soutenue et des prix beaucoup plus bas, etc., etc.

RESULTATS: Notre compétiteur *déloyal* perd toute sa clientèle et c'est là la faillite complète.

CONCLUSION: Soyons donc toujours un compétiteur *loyal*.

D'AILLEURS le monde moderne reconnaît tous les bienfaits d'une coopération bien soutenue et le public s'attend à ce que des compagnies sérieuses et responsables coopèrent entre-elles.

LE JUGEMENT téméraire devient la proie de l'heure. On accuse à tort, d'après des "on-dit" sans preuve à l'appui, un camarade pour le bon plaisir de lui faire du tort, lui faire perdre sa réputation qu'il a d'ordinaire si chèrement conquise; cela devient un acte quasi criminel. Soyons donc conscient avec nous-mêmes et devenons donc de parfaits gentilhommes et ce dans l'intérêt de la communauté.

LES MEMBRES DE LA CHAMBRE D'IMMEUBLE DE MONTREAL se doivent de bien se connaître pour s'apprécier individuellement à leur juste valeur. Ayons donc le respect et l'appréciation de notre valeur individuelle car notre réussite, nous l'obtiendrons à la condition que nous maintenions notre prestige vis-à-vis le public.

Maintenons nos efforts collectifs, maintenons nos principes de *loyauté* dans l'intérêt du groupe auquel nous appartenons avec tant de fierté.

Il y a un proverbe qui dit: "MIEUX VAUT LAISSER UNE BELLE REPUTATION QU'UNE CEINTURE DOREE".

N'oubliez pas que c'est là un héritage auquel la génération future s'attend de nous et saura apprécier à sa juste valeur.

## IT TOOK A BUTTON

The first man to come through the 'back door' of Canada was Thomas Button who, in 1612, planted the British Flag at the mouth of the Nelson River on the shore of Hudson Bay (now York Factory, Manitoba).

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Prompt attention given to all matters concerning real estate and appraisals.

# PERSON TO PERSON



## essence of skunk

... a dynamic, fully-charged, five-pound creature — with the usual white 'devil strip' elongating down his back — held some 300 tenants at bay in London, Ontario late last year. Brother skunk — an apparent adherent to the federal propaganda: "Do It Now!" — commenced spraying a city apartment block. He proved mighty effective around the front door, and the laundry room. He also (not being discriminatory about his aim) caught an affectionate three-year old boy whose mother, horrified and slightly dazed — rushed him to the backyard for a rapid, clothes-burying session.

## maritime accouplement

... Canada's first incorporated city may soon take unto itself an offspring or two. Officials of both Saint John and neighboring Lancaster, along with the Parish of Simonds are working for amalgamation. Simonds will vote May 27 to decide their fate. Saint John received its Royal Charter in 1785. ...

## facts available

... The Toronto Business Bureau Inc., 85 Richmond Street West, Toronto offers a booklet entitled: "Facts You Should Know About Buying a Home". 63-item booklet costs five cents in stamps. ...

## REAL ESTATE KING SELLING AIDS



### — 544 - Page — REAL ESTATE PROSPECT REGISTER

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Price, Including Postage: \$11

A. ROWDEN KING, Hilmyer, E. Orange, N. J.

## lull over?

... a CMHC staffer claims that a "marked" increase in house building will spurt upwards in the next ten years. "Last year's poor record in house building was no more than a lull ... a brief interruption," he said. ...

## phenomenon

... in midtown Toronto — East of Yonge and South of Bloor — there are portions of this area in a semi-depressed or depressed condition. About four years ago an American-Canadian group entered the scene. They bought options on several score properties intending to level and redevelop into high-rise apartment buildings. The scheme collapsed. The group sold out to Frankel of New York, who later sold to German-based investment interests. The latter are now in a hassle with CMHC and provincial authorities over the present density units allowable per acre.

Running as an embolism throughout the recently disturbed history of this locale has been the actions of the Wellesley-Bloor Rate Payers Association. Their spokesman, one Allan Ackman, has been apparently swinging a sword — for one reason or another — these past four years. His latest move seems to defy logic. Earlier this year, Assessment Commissioner A. J. B. Gray in his analyses of the area, felt, due to the tight money situation and 15% withholding tax (to foreign investors) that the area would remain in its present state for some time. He then decided to lower some assessment rates to relieve property owners in the area. Ackman's group says no! They want their assessments to remain up, claiming that lowered assessments will damage property values! ...

## more progressive

... C. E. Sanders who spoke to an audience gathered for the 14th Annual Convention of the Alberta Real Estate Association, pointed out that the Province leads all others in the number of students taking the C.I.R. three-year course in real estate principles. Alberta has 133 students as opposed to only 250 for the rest of Canada; "... an excellent record!" says Sanders. ...

## CALENDAR

### SASK. REAL ESTATE ASSOC.

Lake Waskesiu  
June 8th - 10th

### CAN. ASSOC. REAL ESTATE BOARDS

Banff, Alberta  
September 4th - 8th

## Ah Progress!

- "Boy, they're really piling up on us," says a harassed father of nine. "The next question we'll be hit with will be, 'Pa, can I have a buck to watch pay television?'"

— Springfield Union

## STRIPPED GEARS

A farmer who was much annoyed by fast drivers who sped past his place, endangering his family and livestock, erected a large sign near his farm which slowed them to a crawl immediately. It read: "Nudist Camp Crossing."

— Mrs. D. Binder in Cornet

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#### • BRANDON, MAN.

Hughes & Co. Ltd.,  
125 - 10th Street.

#### • BURLINGTON, ONT

*Canada's largest town*  
W. D. Hitchcox  
541 Brant St. NE. 4-2343

#### • CALGARY, ALTA.

Burn-Weber Agencies,  
218 Seventh Ave. W.

Cote & Hunt Ltd.,  
606 Cdn. Bank of Commerce Bldg.

#### • EDMONTON, ALTA.

Weber Bros. Agencies Ltd.,  
10013 - 101A Ave.

#### • FORT WILLIAM, ONT.

Willport Realty Limited,  
Fort William - Port Arthur.

#### • NANAIMO, B.C.

*December Roses on the Blue Pacific*  
Nanaimo Realty Co. Ltd.,  
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#### • OSHAWA, ONT.

Lucas Peacock, Realtor,  
556 Simcoe St. N.

#### • OTTAWA, ONT.

C. A. Fitzsimmons and Co. Ltd.  
Realtors, 197 Sparks Street,  
Phone CE. 6-7101.

P. Hubert McKeown,  
McKeown Realities Ltd.,  
169 Somerset St. W. (CE. 2-4806).

#### • PETERBOROUGH, ONT.

Irwin Sargent and Lowes,  
441 Water Street.

#### • QUEBEC, QUE.

Ross Brothers & Company Limited,  
P.O. Box 9 (Uppertown)  
Lafontaine 2-4091

#### • RED DEER, ALTA.

Botterill McKee Cunningham Ltd.  
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Phone 2619

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Aronovitch & Leipsic Limited,  
Four Sixty Main Street,  
Whitehall 2-3301.

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#### • HALIFAX, N.S.

Roy Limited,  
Roy Building.

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Blane, Fullerton & White Ltd.,  
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### IND. SITES — PROPERTIES

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Cote & Hunt Ltd.,  
606 Cdn. Bank of Commerce Bldg.

#### • FORT WILLIAM, ONT.

G. R. Duncan & Co. Ltd.,  
121 May Street.

#### • HALIFAX, N.S.

Roy Limited,  
Roy Building.

#### • REGINA, SASK.

W. Clarence Mahon,  
350 Western Trust Bldg.

#### • EDMONTON, ALTA.

Melton Real Estate,  
10154 - 103rd Street, Phone 47221.  
Weber Bros. Agencies Ltd.,  
10013 - 101A Ave.

### APPRAISALS

#### • CALGARY, ALTA.

Ivan C. Robison & Company,  
716-Fifth St. S.W.  
Phone AMherst 6-3475.

#### • EDMONTON, ALTA.

Peter B. Sayko, F.R.I., A.A.C.I.,  
11023 — 127 Street  
Weber Bros. Agencies Ltd.,  
10013 - 101A Avenue.

#### • OTTAWA, ONT.

C. A. Fitzsimmons and Co. Ltd.,  
Realtors, 197 Sparks Street,  
Phone CE. 6-7101.

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Andy Hawreliak, Realtor,  
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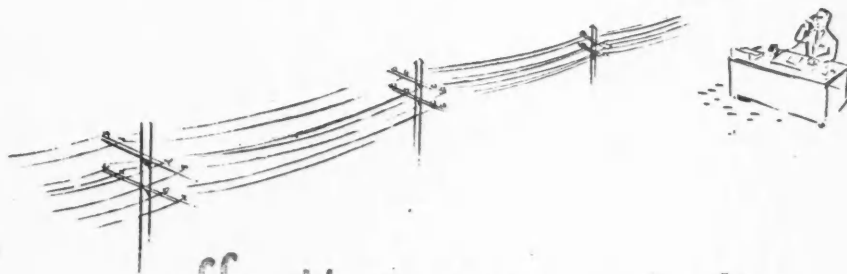
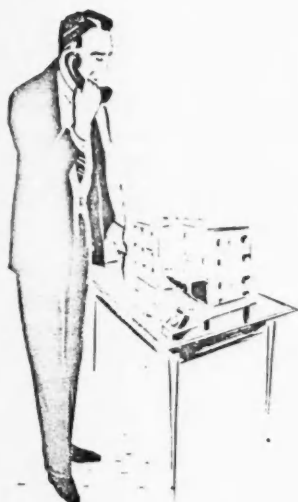
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3" for 6 times:	\$63.
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see inside back cover for rates

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Why not take advantage of a special spring offer for Realtors only? Our proposal will put your message and firm's address in front of this specific audience.

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